

NEW SIGN ORDINANCE

September 25, 2012

Planning & Development Services Department

Objectives:

- Balance aesthetics & design quality with advertising & wayfinding needs of businesses
- Establish standards by speed and function of roads, and special areas
- Allow for consistent interpretations of regulations
- Address changes in sign manufacturing technology
- Create more comprehensive definitions
- Provide regulations in one chapter of Code of Ordinances

Stakeholder input

May 2004	Planning Survey of Citizens – Of 436 respondents, 77% agreed/strongly agreed that City should prohibit pole signs on commercial roads and favor monument signs.
Sept. 2005	Planning & Zoning Commission Work Session
Oct. 2005	Sign Taskforce Meeting
Mar. 2006	Sign Taskforce Meeting
April 2006	Visual preference survey at Mayor's Roundtable with HOAs
Feb. 2007	Council Work Session
Feb. 2009	Council Work Session
April 2009	2060 Strategic Plan – Develop comprehensive revision to sign ordinance, improve aesthetic appearance of development projects, enhance appearance of transportation corridors
Spring 2012	Strategic Plan – Vision for 2027 – “Distinctive by Design”/quality new development

Sign types

Building Signs

- Wall
- Hanging & Projecting
- Awning / Canopy

Special Purpose:

- Vehicle Service Canopy
- Parking Garage
- Window
- Home Occupation
- Building Scrim

Freestanding Signs

- Monument
- Pylon
- Pillar
- Post/Panel
- Armature

Special Purpose:

- Sidewalk
- Directional
- Light Pole-Mounted Banners

Other

- Area Identification & Entry Feature
- Real Estate Marketing
- Promotional (event)
- Garage/Yard Sale
- Political Campaign

Factors determining allowable sign type, size & location

Building Signs:

- Road Type or Special Area
- Building Occupant Frontage
- Abutting a lot with Single-family or Two-family zoning
- Not facing a public ROW/not on a road

Freestanding Signs:

- Road Type or Special Area
- Lot Size
- Location (e.g. within 500 ft. of freeway)
- Distance from other freestanding signs

Road types & special areas

Each sign type has specific standards based on location

Road Types:

- Freeway (*IH-35, SH-45, SH-130*)
- Commercial Road
- Neighborhood Road

Special Areas: *(special area standards trump roadway standards)*

- Historic Overlay Zoning
- Chisholm Trail Overlay
- Downtown Master Plan Special Area

Road types & special areas

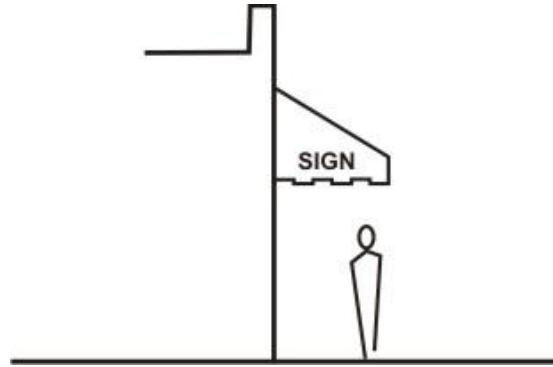


Building Signs

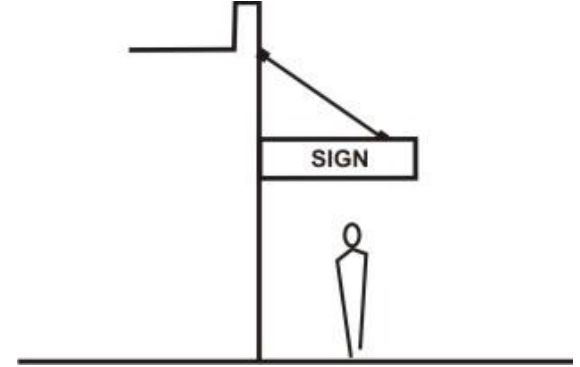
Building sign types



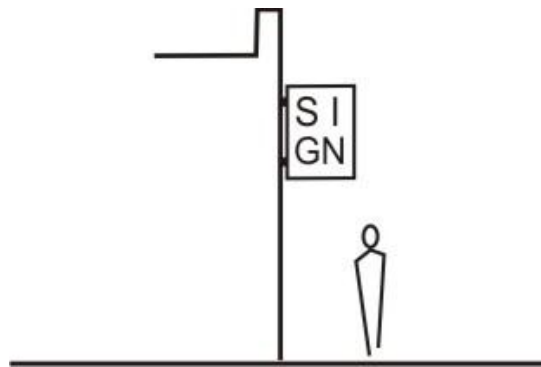
Wall Sign



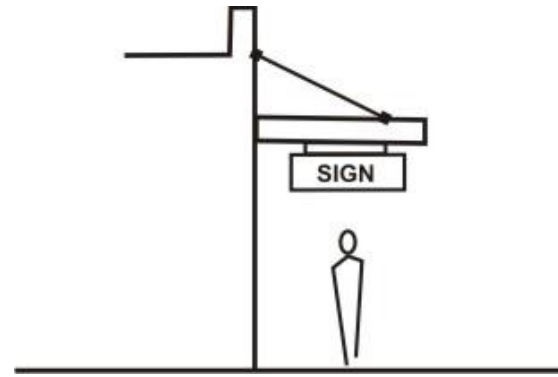
Awning



Canopy



Projecting



Hanging

Building sign display area

Total includes wall, projecting, hanging, awning & canopy signs

Note: Total building sign display area is limited to the lesser of the measurements below.

Frontage type	Square feet sign display area per linear ft. occupant frontage	Maximum sign display area
Highway	2.5	300 sq. ft.
Commercial	2.0	200 sq. ft.
Neighborhood	1.5	75 sq. ft.
Special areas	1	40 sq. ft.

Notes:

+ 10 sq. ft. allowed if allowable sign area is less than 100 sq. ft.

Panel size for wall signs is limited to 16 sq. ft.

Measurement: building signs

Red indicates sign display area



Panels/borders:

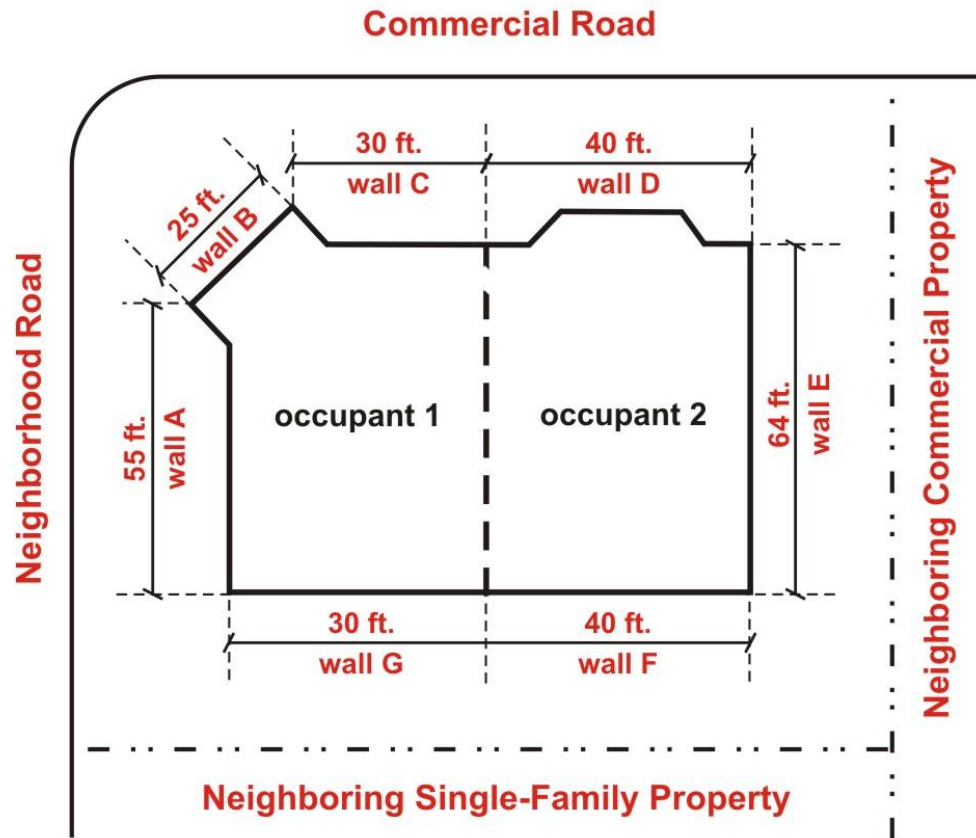
Measure the shape of the entire panel.



Individual letters/items of information:

Geometric shape bounding the overall sign, or the sum of shapes bounding individual items.

Occupant frontage: *example*



Wall	Frontage	Road type/ Sign area ratio	Sign display area
A	55 ft.	1.5	82.5 sq.ft. (capped at 75 sq.ft.)
B	25 ft.	*	43.75 sq.ft.
C	30 ft.	2.0	60 sq.ft.
D	40 ft.	2.0	80 sq.ft.
E	64 ft.	1.0	64 sq.ft.
F	40 ft.	0	0 sq.ft.
G	40 ft.	0	0 sq.ft.

***Corner elevation:** multiply each road type ratio by $\frac{1}{2}$ of the frontage.

$$\text{Wall B} = (12.5 \text{ ft.} \times 1.5) + (12.5 \text{ ft.} \times 2.0) = 43.75 \text{ sq. ft.}$$

Special purpose building signs

Not included in total building sign display area

Window Signs



Building Scrim Signs



Home Occupation

Special purpose building signs

Not included in total building sign display area

Banners



Vehicle Service Canopy



Parking Garage

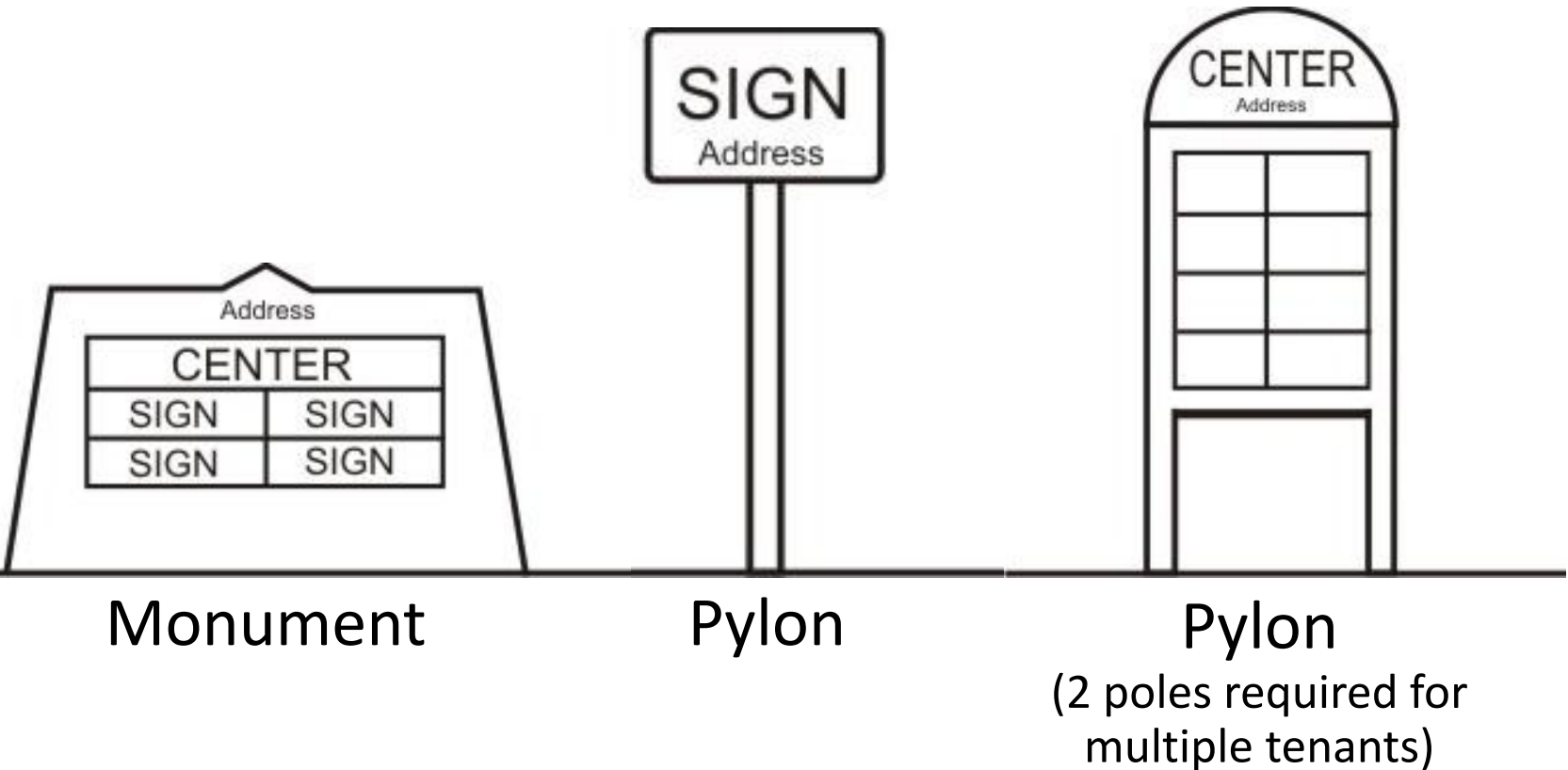
Banners

- Permit required for all banners
- One (1) on-site banner per occupant
- fifteen (15) square feet
- Displayed for thirty (30) consecutive calendar days with a maximum of three (3) permits issued in any consecutive twelve (12) month period
- A banner for new occupancy or use of up to forty (40) square feet allowed for to sixty (60) days within the first three (3) months in lieu of a permanent sign. Banner removed when permanent sign installed

Freestanding Signs

Freestanding sign types

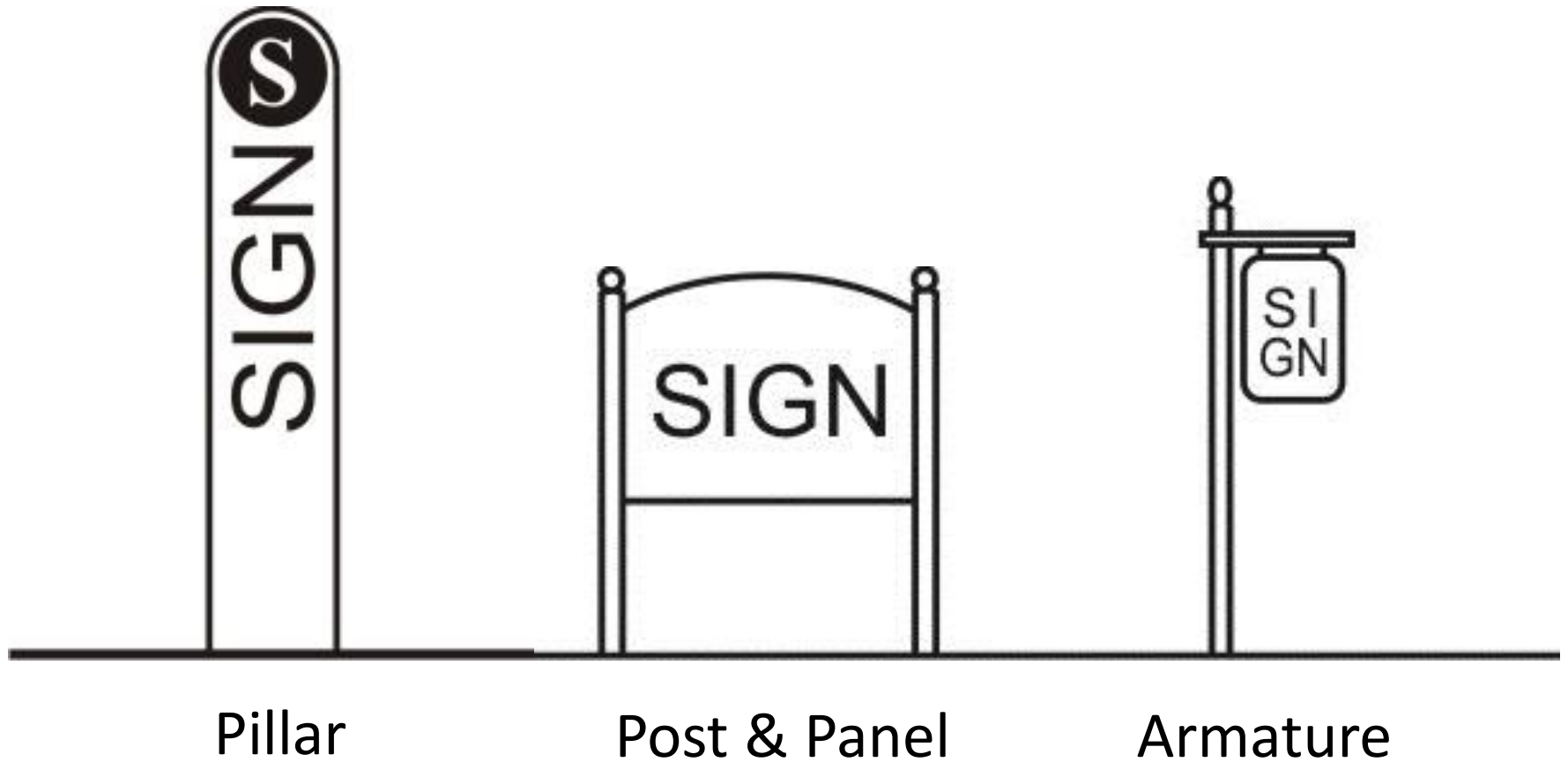
(not to scale)



Pylon signs are permitted only on freeways and on commercial roads within 500 ft. of the main lanes of a freeway (IH-35, SH-45 and SH-130).

Freestanding sign types

(not to scale)



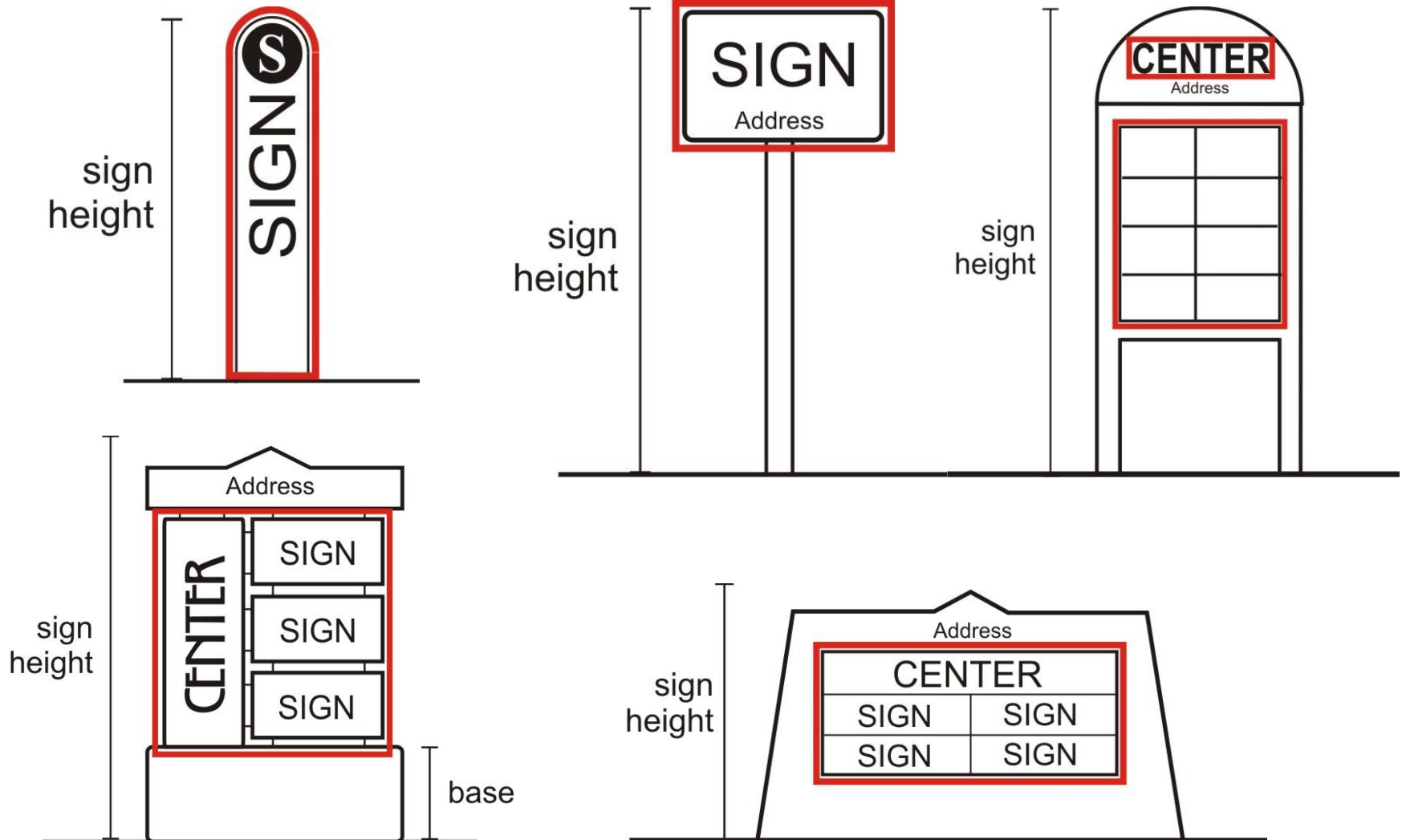
Number of freestanding signs

A combination of signs based on lot size and sign spacing

Sign type	Lots under 5 acres	Lots 5 acres and over
Monument	Permitted everywhere	
Pylon	1 per site	1 per 400 ft. of road frontage
	Permitted only on freeways and on a commercial road within 500 ft. of a freeway.	
Pillar	Maximum 1 per road frontage Not permitted on neighborhood roads & special areas	
Post/panel	Maximum 1 per lot Not permitted on freeways	
Armature	Maximum 1 per lot Not permitted on freeways	
Combination of freestanding signs	1 per road frontage	Minimum 400 ft. from other freestanding signs

Measurement: freestanding signs

Red indicates sign display area



Monument signs

Area/Road Type	<i>Maximum sign display area/height</i>	
	Lots under 5 acres	Lots 5 acres and over
Freeway	150 sf. / 18 ft.	200 sf. / 30 ft.
Commercial	75 sf. / 12 ft.	120 sf. / 20 ft.
Neighborhood	50 sf. / 6 ft.	60 sf. / 6 ft.
Special Area	36 sf. / 6 ft.	Commercial & Freeway: 100 sf. / 10 ft. Neighborhood roads: 36 sf. / 6 ft.

Structural requirements:

- Signs between 6-12 ft. tall must have a masonry base at least 2 ft. tall.
- Signs over 12 ft. tall must have a masonry base at least 3 ft. tall.
- Base height may be no more than 1/3 of sign height.
- Base width must be at least 75% of sign width.

Pylon signs

*Permitted only on freeways or on commercial roads
within 500 ft. of main lanes of IH-35, SH-45 or SH-130*



Pylon signs for multiple tenants
must have two poles/supports

Pylon signs

Area/Road Type	<i>Maximum sign display area/height</i>	
	Lots under 5 acres	Lots 5 acres and over
Freeway Frontage	120 sf. / 50 ft.	200 sf. / 50 ft.
Commercial <i>Only within 500 ft. of freeway</i>	100 sf. / 50 ft.	100 sf. / 50 ft.
Neighborhood	n/a	n/a
Special Area	n/a	n/a

Pillar, post/panel & armature

Road type/ Special area	<i>Maximum sign display area/height</i>		
	Pillar	Post/Panel	Armature
Freeway	120 sq.ft. / 21 ft.	n/a	n/a
Commercial	48 sq.ft. / 12 ft.	16 sq.ft. / 6 ft.	16 sq.ft. / 8 ft.
Neighborhood	n/a	16 sq.ft. / 6 ft.	8 sq.ft. / 6 ft.
Special Area	n/a	16 sq.ft. / 6 ft.	8 sq.ft. / 6 ft.

Special purpose freestanding signs

Not included in total number of freestanding signs



- **Sidewalk Signs:** Eating, drinking and retail establishments are permitted one sidewalk sign. May only be displayed during hours of operation. No cabinet signs. Maximum 30 x 48 inches. May not interfere with pedestrian traffic or doors. Requires a License Agreement if placed in the public ROW.



- **Directional Signs:** no limit on the number of signs per site; maximum 6 sq. ft. each
- **Light Pole-Mounted Banners:** maximum 12 sq. ft. per banner; no more than 2 banners per pole



Area identification signs

Not included in total number of freestanding signs



Area identification signs:

- One sign permitted for each main entrance to a development, with a maximum of two signs.
- Signs may not contain advertising, only the name of the area
- The sign may be off-premises in order to identify the primary entrance
- Only external illumination is permitted.



General

*Electronic Messaging Centers (EMCs),
Maintenance, Illumination, Permit Process*

EMCs (*electronic messaging centers*)

When can they be used?

- On monument and pylon signs
(*except theaters may use EMCs as wall signs*)
- May not be used on Neighborhood road types*
- May not be used in OS and DT special areas*

How many EMCs per site?

- Only one sign permitted for centers less than 5 acres
- Only one sign per road frontage for centers 5+ acres

How big can they be?

- Monument signs: lesser of 32 sq. ft. or 1/3 sign display area
- Pylon signs: up to 50% of sign display area

**exceptions: schools, churches and community services*

Sign illumination



External



Internal



Halation

Other sections of the code



- **Sign maintenance standards**
- **Signs exempt from regulations**
(flags, holiday decorations, incidental signs, etc.)
- **Prohibited signs**
(animated signs, inflatables, etc.)
- **Sign review process**
 - Administrative sign permit application
 - Appeals to the Zoning Board of Adjustment
 - Exceptions to the Zoning Board of Adjustment

When is a sign permit required?

Sign Permit Required

- Wall signs
- Hanging/projecting signs
- Awning/canopy signs
- Monument signs
- Pylon signs
- Post/panel signs
- Armature signs
- Vehicle service canopy signs
- Parking garage signs
- Area identification signs
- Banners
- Building scrim signs
- Subdivision marketing signs
- Model home complex signs

Sign Permit NOT Required

- Window signs
- Sidewalk signs
- Directional signs
- Light pole mounted banners
- Promotional signs (Special Event)
- Model home signs
- Business use marketing signs
- Building construction signs
- Home occupation signs
- Garage / yard sale signs
- SF and TF marketing signs
- Political signs
- Incidental signs
- Regulatory signs

Sign ordinance changes

Existing Ordinance	Proposed Ordinance
Standards in 2 different ordinance chapters	All sign regulations in one chapter
Building sign standards zoning district-based	Building sign standards are road type-based
Max. building sign display area = 25% of wall area above doors & windows	Max. building sign display area based on road type and occupant frontage length
Number of freestanding signs determined by lot area; total number is capped	Number of freestanding signs determined by lot frontage
Pylon signs allowed in most areas	Pylon signs permitted on IH-35, SH-45, or SH-130, and on commercial roads within 500 ft. of those freeways
Monument sign size limited to 5 ft. high and 50 sq. ft. in most areas	Allows larger monument signs
Separate section for historic properties	Standards for special areas
	New: Measurement standards defined
	New: Maintenance standards

Ordinance adoption process

- **Public Input**
 - Distribute draft ordinance to local sign companies/ associations for comment
 - Present draft ordinance to Chamber of Commerce (send comments to Planning by 10/19)
 - Post draft ordinance for public comment on website <http://www.roundrocktexas.gov/signrevision>
- **Present ordinance to Planning & Zoning Commission for review and recommendation to City Council – includes public hearing**
- **Present ordinance to City Council for final action – includes public hearing**